

A Happy New Year To All Our Friends.

The year just past adds a new record to the history of this old store, your store. The business was larger and more satisfactory than any year previous.

Cohen's White Sale Starts Monday



Our New Embroideries

will open the eyes of Richmond for the large display of new work, but more especially for the before unheard of prices. They are the best Embroideries we ever offered at the prices.

The preparation of months will make this an intensely interesting event from the main points of the shopper's view, THE SAVING OF MONEY and the EXTRAORDINARY DISPLAY of Merchandise.

This Special White Offering Now

springs from two causes: First, THE ABILITY TO SELL CHEAPER, because we can keep factories going at times they would otherwise be idle; second, It bridges over a period that had better be utilized by us to make small profits than to waste time in waiting for larger profits in the future or when the season opens for ready demand.

Cohen's Way of Selling White Underwear.

The same excellent workmanship with an ample plenty of cloth, but at the less prices which will make this a wonder sale.

Flannels and Cotton Goods Have White Sale Offerings.

12 1-2c Mercerized Foulards, in all the new effects, 10 1-2c. The New Mohair Luster, exact imitation of the woolen fabrics, 10c.

The Basement Cotton Offerings.

Extra Heavy Pleeced Double Faced Towel-down Flannel, instead of 10c, for 7 3-4c. Best 6 1-4c Indigo Prints, 4 3-4c.

January Sale of Linens

puts our best foot forward. We make the price lower at this time because we can afford to work on smaller profits.

Black and Colored Dress Goods

at less than wholesale cost. Colored Goods. 54-inch Covert Cloth, \$1 a yard. Tailor Dress Fabrics, 50 to 54 inches wide, were up to \$2, for \$1 a yard.

Sacrifice of Books

as never made before, because there never was such a crowd of Book buyers at holidays-times, and in consequence, never so many damaged ones.

Corset Covers.

20c for Corset Covers, trimmed back and front in tulle or Valenciennes and embroidery; regular 30c values.

Night Gowns.

30c for 7c Muslin Gowns, well made and yoke has tucks and embroidery inserted.

33 1/3 Per Cent. Reduction on all Furs.

Worth as much as they were a week ago, but you don't think so. These prices will convince you of the values.

The Sale in the Art Department

Will include all where lots are too large or too small. Scarfs, Shams and Centerpieces, costing to 48c, for 48c.

A Stormy Sale Among the Corsets.

A great number of our best Corsets have been thrown out. Some 700, all sold, put into two prices. One lot, cost 75c and 85c, for 50c a pair.

Too Much Infants' Wear.

A large stock to be closed out on once. Handsome Coats of Bedford Cord, were \$3.98, will be \$4.

Notions.

100 dozen Brooks's Spot Cotton, all numbers, 3 spools for 5c. 10c Ready-made Garters, 6c.

Children's Gowns.

10c for Children's Gowns of good material. Mother Hubbard style, cambric ruffle neck and sleeves.

Children's Drawers 6 1/4c.

6 1-4c for Children's Muslin Drawers, tucked and made well.

3,000 Bunches of White Feather Stitch Braid.

This immense purchase gives you a chance to save a third on this staple article. 1,000 bunches White Feathersitch Braid, 20 different styles and made to sell at 5c, for 3c a piece of 6 yards.

Our Bedding Department's White Sale Offer.

For months we have been preparing for this sale, and now these prices will show what our efforts have accomplished. Read these prices, but be sure to see the goods. We trust to their values doing more than words.

White Quilts.

\$1.50 Imported Marseilles Quilts, extra heavy embossed, \$1.75. 80 Hand Tied Fringed Quilts, especially adapted to brass and metal beds, \$1.25.

Sheets and Pillow Cases

121 dozen Bleached and Brown Sheets, single and double bed sizes, instead of 40c and 50c, your choice 30c each.

Drawers.

10c for Muslin Drawers, with wide cambric ruffle, hemstitched.

Children's Dresses.

12 1-2c for Children's Dresses of nainsook, with ruffles. Other Dresses at 50c, 75c and up to \$1.00.

Some Blankets, Too.

White Wool Blankets, \$3.00 ones, some are 12-3, your choice \$4.00. 11-4 White Wool Blankets, \$3.50.

Carriage Robes.

A full line of Carriage and Automobile Robes, made of double plush, very heavy and warm; some solid colors, others are Oriental designs.

Children's Gowns.

10c for Children's Gowns of good material. Mother Hubbard style, cambric ruffle neck and sleeves.

Children's Drawers 6 1/4c.

6 1-4c for Children's Muslin Drawers, tucked and made well.

Sale of Skirts.

Of fancy mixtures and flannel, were up to \$3.75, sale price will be \$2.50. Another lot, were up to \$12, all this season's skirts, choice \$8.

Sale of Infant Caps

Will make 500 Silk Embroidered Caps at 25c. The 50c to \$1 Caps, 50c. Children's Handmade Bonnets, might be \$1.25, to be sold for 40c.

Ribbons.

Table of 3 1-2 and 4-inch satin Taffeta and Brocade Ribbons, were 25c and 30c, choice 10c a yard.

Leather Goods.

75 Leather Bags, sold for \$1.50, with card case and pocket-book combined, in black and brown, 90c each.

Trimming Laces.

All the new, pretty and dainty styles. You will not be able to match the goods or the prices elsewhere in Richmond.

We Have Too Many Handkerchiefs.

In order to reduce our surplus stock of several hundred dozens to normal proportions, we price them thus: Handkerchiefs at 2c, 4c, 5c, 7c and 8c, that sold for 10c to 12 1-2c.

New White Fabrics

as you probably will not buy them again this season. 4,500 yards of Fancy Embroidered Plaques, in almost endless variety, cost to 45c; two counters filled with them; choice 10c a yard.

\$2,500 Worth of Imported Spangled Lace and Net Robes

Will go on sale Monday, and in sympathy with the big values in this white sale they will be sold at 25 per cent. under regular prices.

Save 40 Per Cent. on Silks.

We find that we have five thousand dollars' worth more Silks than we ought to have. The only way to reduce them is to make one big cut, so here goes:

Cohen's Sale of Made Garments

stands alone. We don't know of any one that makes the sacrifice of prices at the end of the season, because few find the necessity for such reductions.

Women's Suits.

Monday we will close out Women's \$5 Coats for \$2.75. \$8.25 Coats for \$4.75. \$15 Coats, in 3-4 effect, for \$8.50.

Several Hundred Hose Supporters

The White Sale reduces the prices on these best quality Hose Supporters, so that they are now priced thus: 500 pairs Satin Band Front Four-strap Hose Supporters, worth 39c, for 25c a pair.

All Shirt Waists at and Below Cost.

Too many waists and the order is to sell. Many are half and less of former prices. Extra Curtain Values. In many cases you will find them worth from a half, more to double our prices.

Toilets.

Fairy Soap, 4 1-2c a cake. Colgate's 6c Extract, one in a box, for 50c.